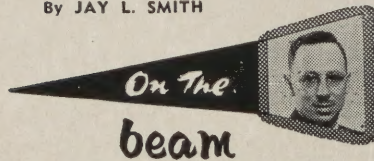


Para. Lineup Greatest In History

By JAY L. SMITH



With the major and minor producing-distributing companies disposing of their old pictures to Television, and concentrating on the production and distribution of fewer and fewer pictures, although more expensive ones, the plight of the subsequent run theatres, and the small independent exhibitors who depend on a flow of a minimum of 204 and in many cases at least 312 features per year, gets more serious day by day.

Already, dozens of small theatres have closed up in Canada, with a number of additional closings almost certain to occur this summer. In the U.S. the situation is just the same, only multiplied many times, with hundreds of theatres closed, and unlikely ever to open again.

In addition, most of the major companies, as well as the smaller ones, have been taking a second look at their branch operations in the U.S., and rising distribution costs are sounding the death-knell for a number of the unprofitable branches. The same may be true in Canada, too, although no decision has been reached in that respect so far.

The manpower situation in the distribution end of our business in Canada is getting desperate, with trained personnel quitting from one end of the country to the other, and getting into other businesses that offer more of a future. And who can blame them, for our outlook is bleak, to put it mildly. The same is true with theatre personnel, and the circuits have been hard hit recently by a wave of resignations, with fewer and fewer replacements available.

The independent exhibitors in the U.S., who turned to the Government for help a few years back, (Continued on Page 10)

Weltner Boosts New Product At Canadian Sales Meeting

Toronto: Paramount Pictures have just concluded their 1956-57 Canadian Sales Meeting, with general enthusiasm for the company's line-up striking an optimistic note. Chaired by Gordon Lightstone, Paramount's Canadian General Manager, the Sales Convention brought together the entire Canadian sales force. In attendance from New York was a delegation headed by George Weltner, Paramount's International sales chief, and including Charles Boasberg, supervisor of word-wide sales for both Cecil B. DeMille's "The Ten" (See *PARAMOUNT* Page 8)

Jolley To Simcoe For Kinsmen Speech

Simcoe: For the second week in a row Arch H. Jolley of the MPTAO made a trip out-of-town to offer effective propaganda for the theatre business in an address before the Kinsmen Club of Sim- (See *JOLLEY* Page 10)

Consistently Fine Films Pledge Of J. Arthur Rank Organization

Toronto: Frank L. Vaughan, General Manager of J. Arthur Rank Film Distribution (Canada) Limited, in a statement to *The Digest* this week, emphasized again that the Rank Organization is concentrating on quality in production, and universal appeal, in order that the company's pictures can enjoy world-wide box-office success.

"As with every industry," said Vaughan, "the product we have to sell to the public is our lifeblood. With us, the need is for consistently good films—films that not only bring in the paying customers this week, but the other fifty-one as well. (See *JARO* Page 10)

Chesler-MGM TV Deal Close, N.Y. Reports

New York: Latest reports here are that Board members in favor of Canadian Lou Chesler's \$50,000,000 offer for outright purchase of the MGM backlog up to 1948, have won over those members opposed to the sale, and that favorable action on the Chesler bid may be forthcoming by the Loew's Board of Directors at any time. Involved are 770 features (See *CHESLER* Page 10)

Drive-In Section In New Fox Press Books

Toronto: Beginning with the exhibitors' campaign manual on "D-Day, The Sixth of June," 20th Century-Fox press books will carry a special section designed to aid drive-ins merchandise and plan (See *DRIVE-INS* Page 10)

Labow Reveals RKO To Start 11 Major Films In Next 5 Months

Toronto: Jack Labow, Canadian District Manager of RKO, in a statement to *The Digest* some weeks ago, predicted that under the new management team of President Daniel T. O'Shea and Vice-President in Charge of Production William Dozier, RKO would soon go into high gear, production-wise. This prediction was borne out by the announcement made last week, that a second group of 11 major productions would be put before the cameras at RKO between June 7 and Oct. 15. (See *RKO* Page 3)

**ORDER YOUR
TICKETS NOW
FOR THE
VARIETY
BALL GAME
JUNE 15**

Jack Chisholm Forms Indie TV Prod'n Unit

Toronto: J. J. Chisholm, for the past 20 years with Associated Screen News in various capacities, most recently as manager of the Toronto office, has resigned his position to form his own company for the production of TV commercials, shorts and possibly features. His replacement at ASN's Toronto Branch will be announced shortly by Murray Briskin.

Jack Chisholm came to Canada from Hollywood, after 18 years' experience shooting films on the (See *CHISHOLM* Page 3)


U.A. Week July 1-7

Toronto: United Artists Week, an intensive booking drive aimed at placing a U.A. release in every possible theatre in the country, has been set for July 1-7, it was announced last week by Charles S. (See *U.A. WEEK* Page 4)

BRITISH MOVIE ATTENDANCE DROPS 94,000,000 IN 1955. GROSS TAKE OFF \$11,800,000. TV BLAMED FOR MAJOR SHARE OF ADMISSIONS DIP.

It is not too early to predict
it will be the year's HIGH!

Just previewed – already famous!



M-G-M presents in VISTAVISION
BING CROSBY ☆ GRACE KELLY ☆ FRANK SINATRA

in **"HIGH SOCIETY"**

Co-Starring

CELESTE HOLM ☆ JOHN LUND
LOUIS CALHERN ☆ SIDNEY BLACKMER

And LOUIS ARMSTRONG And His Band

Screen Play by JOHN PATRICK • Based on a Play by Philip Barry • Music & Lyrics by **COLE PORTER**

Music Supervised & Adapted by JOHNNY GREEN and SAUL CHAPLIN

Color by **TECHNICOLOR** • Directed by CHARLES WALTERS

A SOL C. SIEGEL PRODUCTION

☆
(Available in Perspecta Stereophonic or 1-Channel Sound)

Again, it's
**M-G-M, THE
HOTTEST
COMPANY!**

RKO

(Continued from Page 1)

The 11 features and their starting dates are:

June 7—"Bundle of Joy," co-starring Eddie Fisher, Debbie Reynolds and Adolphe Menjou. Producer: Edmund Grainger. Director: Norman Taurog.

June 11—"Run of the Arrow." Producer-Director: Samuel Fuller.

June 25—"The Day They Gave Babies Away." Producer: Sam Wiesenthal. Director: Allen Reisner. Glynis Johns is first player signed.

July 9—"Strike a Blow." Cast to date: James MacArthur, Kim Hunter, James Gregory, Jeff Silver. Producer: Stuart Millar. Director: John Frankenheimer.

July 16—"I Married a Woman," starring George Gobel. Producer: William Bloom.

Aug. 6—"The Lady and the Prowler." Producer-Director: John Farrow.

Aug. 15—"The Girl Most Likely," starring Jane Powell. Producer: Stanley Rubin.

Aug. 20—"Underdog." Producer: Stanley Rubin.

Aug. 20—"Stage Struck."

Oct. 15—"Pakistan," starring John Wayne. Producer: Stanley Rubin.

Oct. 15—"Bangkok."

Since acquiring RKO from Howard Hughes, the new RKO management has completed the filming of four pictures and has another before the cameras.

"Bundle Of Joy"

Hollywood: Tommy Noonan has been borrowed by RKO from 20th Century-Fox for one of the top roles in Edmund Grainger's production, "Bundle Of Joy," in which Eddie Fisher, Debbie Reynolds and Adolphe Menjou are co-starred under Norman Taurog's direction.

DRIVE-IN'S!!

Colour + change of copy each week = renewals which means more profits and local merchant good-will year after year.

P.S.—We don't like to brag but many of our accounts are renewing for a third season. There must be a good reason!

Contact

ADFILMS LTD.

77 York St. - Toronto

or

13319 124th Avenue
Edmonton - Alberta

DIGEST

Across the Country

Toronto

A new switch occurred in Toronto this week, when two F-P suburban houses, the Oakwood and the Bloor, hooked up with three Twinex theatres, the Downtown, Scarboro and Park, for the first run of Astral Films' science-fiction double bill, "Day the World Ended" and "The Phantom from 10,000 Leagues." At the same time, a Columbia double-bill "Picnic" and "The Last Frontier" played a subsequent run engagement in seven Twinex suburban houses PLUS two Drive-Ins.

To steam up excitement for the annual Variety benefit baseball game at Maple Leaf Stadium June 15, the house committee of the Toronto Tent staged a curtain-raiser at the clubrooms May 18 which consisted of a triple-header, the screening of the picture "Take Me Out to the Ball Game," a floor show and the refreshment hour which featured Ga-hocked-afeht-und-brust-deheckel — in other words baloney.

The four theatres at Kingston, the Capitol, Grand, Odeon and Biltmore, combined for another in the series of two-column institutional advertisements in the Kingston Whig-Standard to influence people and win them back to the theatre. The one used this time was headed "Psychiatrists call it Cloisterphobia — It's just the Big Squeeze!"

Ottawa

The long week-end in celebration of Victoria Day saw thousands deserting the Capital city from Friday night until Tuesday morning. Theatres fared badly through the migration to fishing lakes and Summer cottages with a noticeable drop in attendance at the usually popular pre-holiday midnight shows.

Steve McManus, Ontario theatre supervisor for the Odeon circuit was in Ottawa to present a plaque to Manager Jimmie Chalmers and his staff of the Odeon Theatre for outstanding management and courtesy extended to patrons beyond the line of duty. Steve, who at one time managed the Elgin Theatre for 20th Century (Twinex), was given a warm welcome by the local movie fraternity.

Winnipeg

CinemaScope equipment has been installed by Dominion Sound Equipment, at the Palace Theatre, Willowbunch, Sask., and the Empress Theatre, Blaine Lake, Sask.

Complete 35 mm. equipment has been installed in the town of Alida, Sask., in the Memorial Hall, to open on or about June 22nd. Mr. L. Lemieux, President of the Hall Association, is in charge of the theatre.

Visitors to Winnipeg included Fritz Pflug, of Broadview, Sask., Walter Johansson of Pine Falls, Man., and F./S. James Martin of the R.C.A.F. Theatre, Portage la Prairie, Man.

New owner at Cudworth, Sask., is John Paramchuk.

Vancouver

Audio Pictures have closed their Vancouver office on Film Row. Howard Boothe, Western Manager will continue working from his home in Vancouver.

Maynard Joiner, F-P district manager, is on vacation at Banff and Calgary. Gerry Sutherland, Odeon district manager, is on a California vacation.

Exhibitors here have been warned by the Censor Board, that failure to display "Adult Entertainment" signs may result in the guilty theatres being closed.

Sam McClimon of the Capitol, White Horse, Y.T. in town on his annual booking and buying trip. He said unorthodox 16 mm. operation in military establishments is bothering them in the North Country.

Astral Announces Personnel Changes

Toronto: I. H. "Izzy" Allen has announced the transfer of Lionel Slavin from the position of Calgary Branch Manager for Astral Films, to Winnipeg Branch Manager, succeeding Sam Swartz, who resigned to join Western Theatres Ltd., as Drive-In supervisor. Slavin has been succeeded in Calgary by Jackie Marks, formerly Warner Bros. salesman in Calgary. In addition, Allen announced the appointment of Leonard Herberman, formerly of Paramount, as Toronto booker and office manager, succeeding Sam Shapero.

CHISHOLM

(Continued from Page 1)

Coast. He has been active in the Variety Club Tent 28, having served as its Chief Barker several years ago, and still takes a great interest in the work of the Tent.

The new company, being formed by Chisholm, will be affiliated with Marty Maxwell's Associated Broadcasting Co., with offices located in Toronto.

Hat Taylor Gets New RKO District

New York: Canadian friends of Hatton Taylor, one-time Montreal branch manager for RKO, will be pleased to learn that in a shift of districts in the U.S. last week, Taylor was promoted from Boston Branch Manager, to the newly-created East-Central District managership, with supervision over the Cleveland, Cincinnati, Detroit and Indianapolis territories, with headquarters in Cleveland.

FOR SALE

YES! 10,000 LATE MODEL
USED or RE-CONDITIONED

THEATRE CHAIRS

ALSO NEW BRITISH-LUXURY CHAIRS
AVAILABLESPRING EDGE STEEL BOTTOM SEAT
CUSHIONS AND FULLY UPHOLSTERED
BACKS—SPRING BACK TYPES ALSO.CARPETING, ASPHALT, RUBBER,
VINYL TILES AND LINOLEUMWe are Factory Agents
At Bargain PricesDrop us a line — we will give you
photographs and full information.

"LA SALLE"

RECREATIONS LTD.

Theatre Chairs, Carpet, Linoleum
and Tile Division945 GRANVILLE ST. MA. 5034
VANCOUVER 2, B.C.

Universal's 30 for 1956-57

Toronto: As reported in last week's Digest, A. W. Perry, Empire-Universal President, has announced that his company will release some 30 Universal features for the 1956-57 season. In addition to "Away All Boats", the list includes:

The Price of Fear, starring Merle Oberon, Lex Barker and Gia Scala, story of a woman's frantic effort to cover up a hit-and-run accident.

Congo Crossing (Color), starring Virginia Mayo, George Nader and Peter Lorre, a fabulous adventure story laid on the edge of the Belgian Congo.

Toy Tiger (Color), starring Jeff Chandler, Tim Hovey and Laraine Day. Second starring vehicle for the young discovery of "The Private War of Major Benson". A 'different' type of movie that will have the strongest possible appeal for family audiences.

Francis in the Haunted House, starring Mickey Rooney, Virginia Welles, Paul Cavanagh and Francis. Mickey Rooney succeeds Donald O'Connor in the popular "Francis" series, which have always been top money-makers for the small town exhibitors.

Outside The Law, starring Ray Danton, Leigh Snowdon and Grant Williams. A hard-hitting modern story of a policeman and his wayward son, with Ray Danton, the sensation of "I'll Cry Tomorrow" in his first starring role.

Written On The Wind (Color), starring Rock Hudson, Lauren Bacall, Robert Stack and Dorothy Malone. This was also screened at the Studio, and Perry advises it packs a terrific dramatic wallop.

Unguarded Home (Color), starring Esther Williams, George Nader and John Saxon. This is the first dramatic role for Esther Williams, a completely off-beat casting that will create exceptional interest. Saxon is being hailed as the new James Dean.

Deadly Mantis. Presently uncast, this is another science-fiction story along the lines of the highly successful "Tarantula".

Istanbul (CinemaScope and Color). Starring Cornell Borchers, Errol Flynn, and John Bentley. Miss Borchers' second vehicle for Universal, filmed on location in Turkey, is a thrilling story of intrigue in the Middle East, introducing English star John Bentley, rated a top new find.

Kelly And Me (CinemaScope and Color), starring Van Johnson, Piper Laurie and Martha Hyer. Story of a down-and-out hooper who is adopted by a German Shepherd dog, and with the dog rises to Hollywood stardom.

Raw Edge (Color), starring Rory Calhoun, Yvonne DeCarlo, Rex Reason and Mara Corday. An ac-

tion-packed Western.

Mole People, starring John Agar and Cynthia Patrick. Another fascinating story for the science-fiction addicts.

The Great Man, starring Jose Ferrer, Joanne Gilbert, Dean Jagger, Keenan Wynn, Julie London and Ed Wynn. Adapted from the best-selling novel, it is likely to be the year's most controversial film.

I've Been Here Before. Still uncast, but being rushed into production in order to be the first picture out dealing with the current hypnotic-reincarnation fad.

Cory (CinemaScope and Color), starring Tony Curtis. A reverse-Cinderella story with a new twist.

My Man Godfrey (CinemaScope and Color). Remake of one of Universal's most successful comedies. Cast to be announced shortly.

Behind The High Wall, starring Sylvia Sidney and Tom Tully. A new switch on "big house" stories, with the warden as the villain.

The Goddess (CinemaScope and Color). First picture to star Berlin Festival Award Winner Marianne Cook, it is a heart-warming story of a stowaway from Europe. Title is only tentative, and refers to the Statue of Liberty.

Night Runner. A suspense-packed tale of a bride who realizes she is married to a murderer.

The World and Little Willie (Color), starring Tim Hovey. Another family-type film aimed at firmly establishing Hovey as the juvenile star of the decade.

Dark Waters. An unusual type of thriller, loaded with suspense.

Interlude (CinemaScope and Color), starring June Allyson and Rossano Brazzi. A great dramatic story with a symphonic music background. To be filmed in Europe.

Step Down to Terror. Another suspense-thriller to be produced with a top cast.

Battle Hymn (CinemaScope and Color), starring Rock Hudson, Dan Duryea and Martha Hyer. The tremendous true life-story of Col. Dean Hess, who was tagged "the killer parson". A picture dealing with the Korean War, that will rank with "To Hell and Back" and "Away All Boats" as one of Universal's greatest hits.

Alf Perry stated that this is the strongest program of potential hits in Universal's entire history, and that he is happy that Empire-Universal can offer its Canadian exhibitor-customers such a powerful package of diversified entertainment.

U. A. WEEK

(Continued from Page 1)

Chaplin, Canadian District Manager for United Artists. The Canadian District, and its six branches will compete with the U.S. districts and branches in the one-week special campaign, which forms part of U.A.'s 5th Year Drive.

Prizes of three-weeks salary will go to each member of the winning branch. Personnel of the second-place branch exchange will win two weeks' salary, with one week's salary going to the members of the branch placing third.

Chaplin stated that the Canadian branches will go all out to place among the winning exchanges. In last year's U.A. Week, the Canadian district came first, placing 1,412 features in 786 theatres in Canada during the week. This year, Chaplin is aiming for 1,650 feature playdates in 1,000 Canadian theatres.

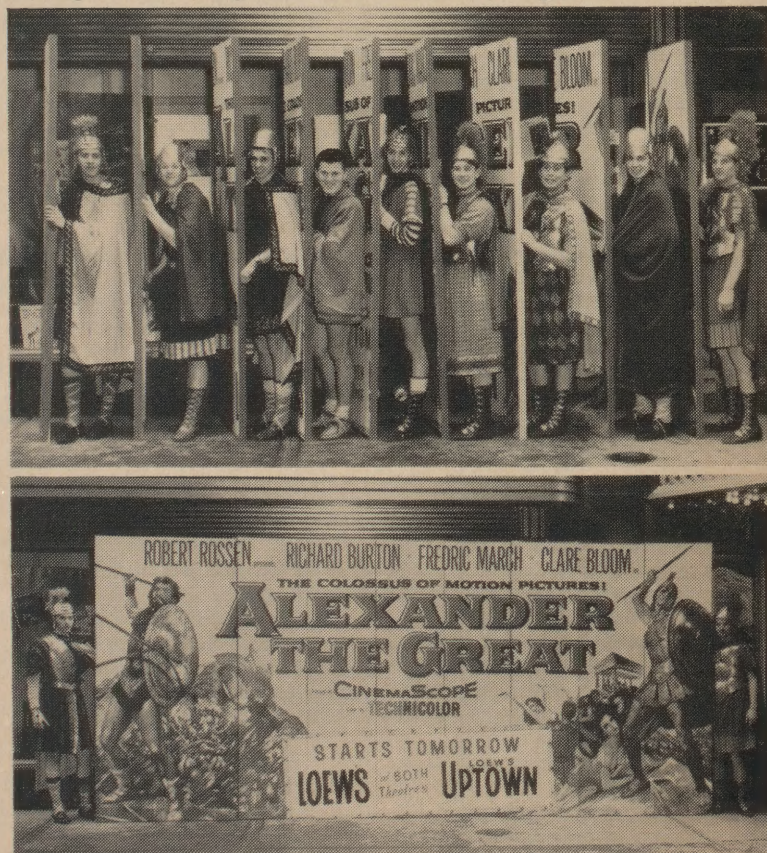
The most outstanding lineup in the history of U.A. will be available for booking during U.A. Week, including "Alexander The Great," just now going into release, plus five new films announced for June release. These are Crown Productions' "A Kiss Before Dying," in CinemaScope and Deluxe Color, starring Robert Wagner, Jeffrey

Col. Title Changes

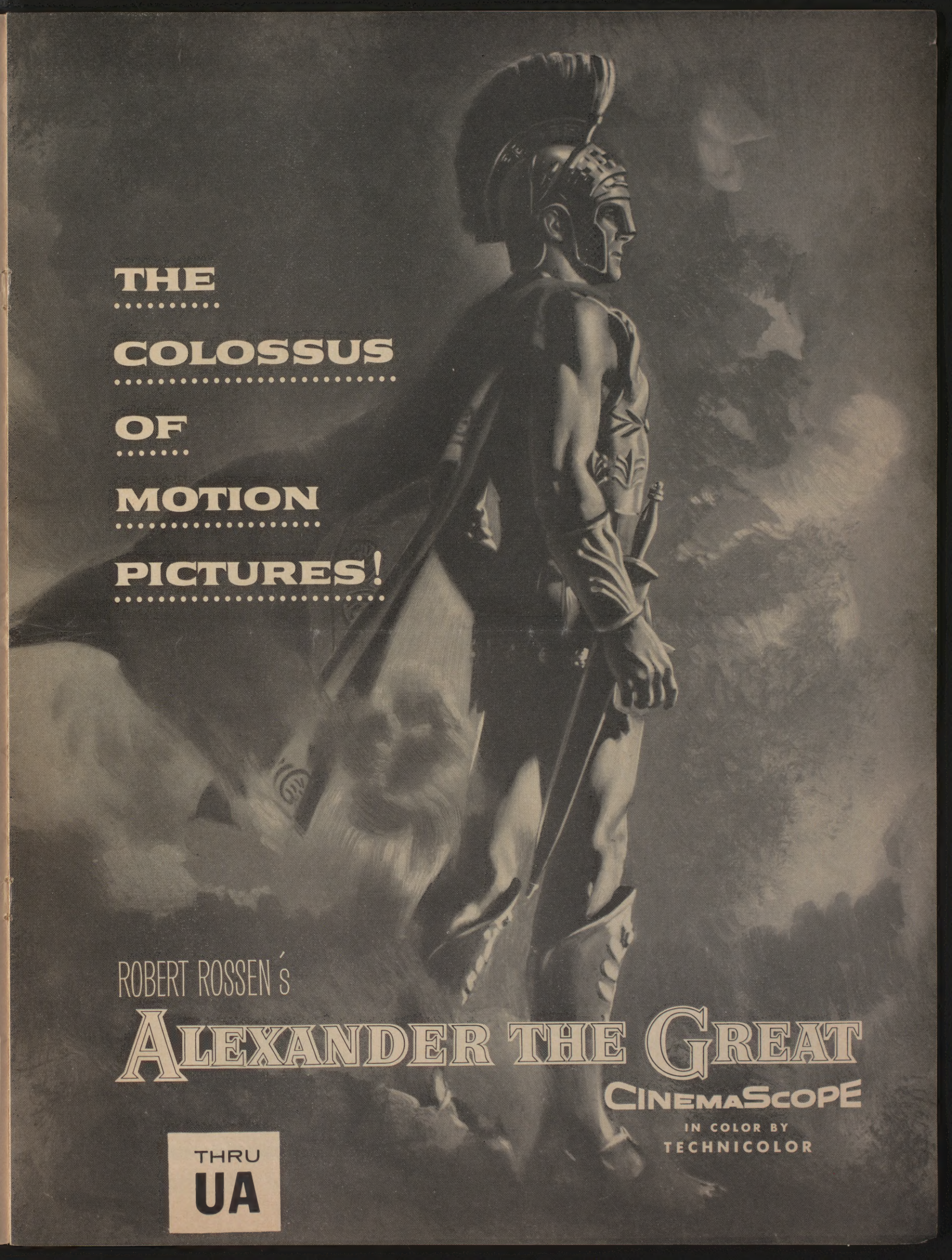
Hollywood: The final release title of the Sam Katzman feature formerly known as "Shakedown on Biscayne Drive" will be "Miami Exposure," it has been announced by Columbia Pictures. The late Edward Arnold, Patricia Medina and Lee J. Cobb are starred in the film. At the same time it was announced that the Warwick production co-starring Anita Ekberg, Victor Mature and Michael Wilding will go out as "Zarak."

Hunter, Virginia Leith and Joanne Woodward; "Nightmare," a Pine-Thomas production, starring Edward G. Robinson, Kevin McCarthy and Connie Russell; Bel-Air Productions' "The Black Sheep," starring Basil Rathbone, Akim Tamiroff, John Carradine, Lon Chaney and Bela Lugosi; "Shadow of Fear," a Roxbury Production, starring Mona Freeman, Jean Kent and Maxwell Reed, and "Star of India," Raymond Stross' Technicolor production, starring Cornel Wilde and Jean Wallace.

In addition, Stanley Kramer's "High Noon," starring Gary Cooper and Grace Kelly, is being put into national re-release, in June, and will be available for U.A. Week bookings.



When U.A. and Loew's Theatres were unable to rent bill-board space for the 24-sheets on the "Alexander The Great" engagement at Loew's Downtown & Uptown Theatres, Toronto, Archie Laurie, U.A.'s Canadian Advt. & Publicity Director, and Jerry Collins, Loew's ad-pub director here, dreamed up a really novel stunt, in a walking 24-sheet, broken up in 9 sections, and carried through the streets of Toronto by nine costumed bearers. The stunt created such terrific interest that it will be used across the country.



THE
.....
COLOSSUS
.....
OF
.....
MOTION
.....
PICTURES!
.....

ROBERT ROSSEN'S

ALEXANDER THE GREAT

CINEMASCOPE

IN COLOR BY
TECHNICOLOR

THRU
UA




WALT DISNEY

THE **GREAT**

... a NATIONAL ADVERTISING campaign that will reach millions... TV selling on two of the nation's top programs, "Disneyland" and the "Mickey Mouse Club," as well as other TV and radio shows... a NATIONAL 24-SHEET posting campaign coast-to-coast... NATIONAL PROMOTION in 400,000 stores, with 15 million pieces of merchandise...

Plus
The star-studded ATLANTA PREMIERE (June 8) complete with nation-wide newspaper, magazine, radio and television coverage of two full days of festivities!



A REMARK



ROARING

CONTACT YOUR *Empire - Universal Films*

'S

LOCOMOTIVE CHASE

CINEMASCOPE

TECHNICOLOR

Buena
Vista

ABLE TRUE SPY STORY

IN THE **GREAT**

DISNEY TRADITION!

ACROSS THE NATION

ABOARD A **GREAT**

CAMPAIGN!

Ltd. OFFICE NOW!

PARAMOUNT

(Continued from Page 1)

Commandments" and Ponti-De-Laurentis' "War and Peace"; Jerry Pickman, vice-president in charge of advertising and publicity; Oscar Morgan, sales head of Paramount Shorts and Paramount News, and Maxwell Hamilton, co-ordinator of the world-wide promotion plans for "The Ten Commandments".

Taking a realistic view of conditions within the Industry, Lightstone pointed out that although business did not parallel that of last year, "if you have what they want, they will come and buy it". The picture line-up that Paramount had ahead for the balance of the current season, and for the 1956-57 season, in the opinion of Lightstone, will act as a decided stimulus to the Industry.

George Weltner gave the Canadian Paramounters some idea of the greatness of "War and Peace" and "The Ten Commandments", which latter he predicted would indeed be "the greatest picture of our lifetime." In alluding to other pictures on the Paramount roster, Weltner referred to the fact that only top stories, with top producers, top directors and top stars would be in the lineup.

Oscar Morgan, discussing shorts and newsreels, said the lack of their use would "be deliberately weakening the entertainment value of the exhibitor's program". 70-80% of newsreel coverage is never seen on TV, and for this reason, the newsreel fills a great gap in the day-to-day education of the public.

Gordon Lightstone announced that the Canadian company would

join in the tribute to George Weltner, by declaring the "Paramount Salute to George Weltner" effective July 1 to December 29. Paramount Weeks' pictures will be "That Certain Feeling" and "Pardners", the dates, July 25-Aug. 7.

At the conclusion of the two-day sessions, Lightstone announced that in addition to the four top productions still to come in the 1955-56 season, Paramount will have a minimum of 15 outstanding features for the 1956-57 season, plus four "specials", "The Proud and the Profane", "Gunfight at O. K. Corral", Alfred Hitchcock's "From Amongst the Dead", and "The Red Nichols Story". In addition, also are the two road-show attractions, "War and Peace", and "The Ten Commandments".

Nine of the Paramount films have already been completed, and two have had their premieres. The two are "The Man Who Knew Too Much," Alfred Hitchcock suspense-thriller, starring James Stewart and Doris Day, and "The Leather Saint," warm-hearted story of a young Episcopalian minister who turns to boxing to help the sick and needy children of his parish. It stars Paul Douglas, John Derek, Jody Lawrence and Cesar Romero.

The other seven awaiting releases are:

"The Proud and Profane," Perlberg-Seaton production, starring William Holden and Deborah Kerr, based on the best-selling novel by Lucy Herndon Crockett. Pre-release engagements on this film are scheduled for August.

"That Certain Feeling," starring Bob Hope, Eve Marie Saint and George Sanders, with Pearl Bailey.

Produced, directed and written by Norman Panama and Melvin Frank, the team that made Danny Kaye's "Knock On Wood" and "Court Jester." Scheduled for release in July.

"Pardners," Dean Martin and Jerry Lewis' sixteenth picture, and their first western comedy, with five hit tunes by Sammy Cahn and James Van Heusen. Scheduled for August release.

"The Vagabond King," which co-stars Oreste, new singing discovery, and Kathryn Grayson, with Rita Moreno, Walter Hampden and Sir Cedric Hardwicke. A lavish Technicolor musical, featuring the music of Rudolph Friml. Directed by Michael Curtiz.

"The Mountain," based on Henri Troyat's best-seller, produced and directed by Edward Dmytryk. Co-stars Spencer Tracy and Robert Wagner, with Claire Trevor and William Demarest.

"War and Peace," monumental filmization of Leo Tolstoy's immortal novel, produced by Dino DeLaurentis, and starring Audrey Hepburn, Henry Fonda and Mel Ferrer. Scheduled for its Canadian premiere in Toronto and Montreal, October 3rd.

"The Ten Commandments," Cecil B. DeMille's crowning achievement and one of the most ambitious undertakings in motion picture history. A cast of thousands is topped by Charlton Heston as Moses, Yul Brynner as Rameses, Anne Baxter as Nefretiri, and Edward G. Robinson, Yvonne de Carlo, Debra Paget, John Derek, Sir Cedric Hardwicke, Nina Foch, Martha Scott, Judith Anderson, Vincent Price, plus a host of others

in featured roles. Canadian premiere will be at the University Theatre, Toronto, November 28th.

Currently in production are seven more large-scale Paramount pictures. These include:

"Funny Face," musical comedy co-starring Audrey Hepburn and Fred Astaire, with music by George and Ira Gershwin.

"The Loves of Omar Khayyam," romantic adventure tale of ancient Persia, co-starring Cornel Wilde, Michael Rennie, Debra Paget, Raymond Massey and Yma Sumac. Direction is by William Dieterle, with Frank Freeman, Jr. producing.

"Gunfight at the OK Corral," Hal Wallis production, being directed by John Sturges. Burt Lancaster and Kirk Douglas head an all-star cast which includes Rhonda Fleming, John Ireland and Jo Van Fleet.

"Three Violent People," formerly titled "The Maverick," stars Charlton Heston and Anne Baxter, the co-starring team of "Ten Commandments," in a post Civil War story.

"Hollywood Or Bust," another Hal Wallis production, starring Dean Martin and Jerry Lewis, with Pat Crowley and Anita Ekberg.

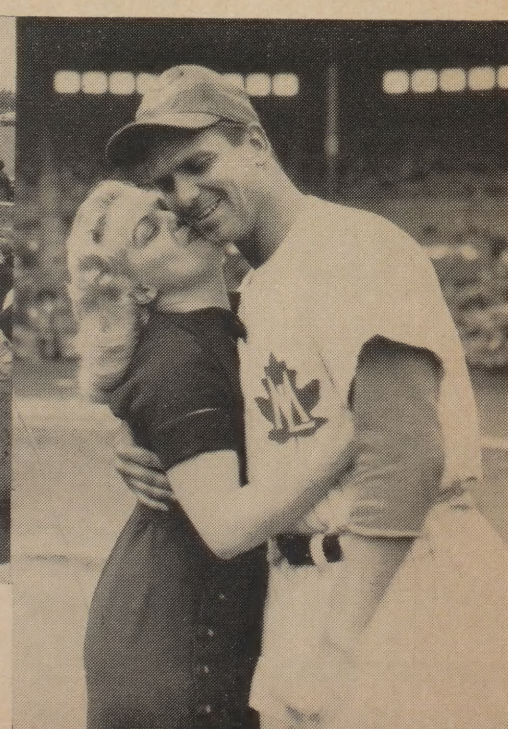
"The Lonely Man," a significant western which co-stars Jack Palance, Anthony Perkins, and newcomer Elaine Aiken.

"The Search for Bridey Murphy," based on the sensational best seller, which just went into production last week, with Teresa Wright and Louis Hayward in the top roles.

Four more important films are scheduled to start shooting this month.



During Cleo's Moore's recent personal appearance tour, the star of Columbia's "Over Exposed" made a series of visits in Toronto, including above, left to right, to the Downtown Theatre, to several Plaza Shopping Centers of Principal Investments Co., and to the Maple Leaf Stadium, where she presented the Players of the Week award, and a personal greeting to Don Johnson.





"FEMALE JUNGLE" with JAYNE MANSFIELD

"SEX ON THE ROCKS"—TIME MAGAZINE

with LAWRENCE TIERNEY • JOHN CARRADINE • KATHLEEN CROWLEY

Released by

AMERICAN RELEASING CORPN.

James H. Nicholson, Pres.

Canadian Distribution by

ASTRAL FILMS LTD.

I. H. (IZZY) ALLEN

On the Beam

(Continued from Page 1)

are now rueing the day they failed to solve their own problems. The Consent Decree, which resulted in the production-distribution companies being divorced from their affiliated theatre circuits, is not only largely responsible for the companies producing less pictures, but it has resulted in the independents paying much higher film rentals for the pictures they receive, since the pictures are costing more to produce, and the bidding system in force in the U.S. has shoved the price up, also.

One bright note appears in the news recently, and that is the report that merchants are beginning to realize what a serious blow to business generally, the closing of a neighborhood theatre, or a small town house, can mean to the community.

The result is that the merchants are now contacting the theatre owners and managers in an effort to assist the theatres in keeping their doors open, and the neighborhood alive. Purchase of blocks of theatre tickets by merchants for use as premiums, co-operative advertising, and service-club sponsored theatre nights are all helping many exhibitors that would otherwise be closed today.

If exhibitors will start spending a little more time figuring out ways to woo people away from their TV sets, while still giving reasonable consideration to sane means of reducing operating costs, there is still a chance that our exhibition problems may be at least alleviated, if not completely solved.

Reduced overhead, including lower film rentals, certainly are important to the exhibitors, but of even greater importance, is increased attendance, and if some method cannot be found to accomplish this latter, all the cuts in operating costs will be meaningless. Only by wooing back to theatres the millions who have got completely out of the habit of attending movies, can we ever hope to get theatres back into a healthy position again, and every possible means to accomplish this end, must be explored.

Nor is the responsibility that of the exhibitors alone. The distributors, through their advertising and publicity departments must renew their efforts to co-operate with exhibitors, and to assist them in every way to properly publicize their attractions. Bickering between distributors and exhibitors must cease. Recognition of exhibitors' prob-

Odeon Shifts B.C. Managers

Vancouver: Following the resignation of Ralph Conner as manager of the Odeon Trail to enter the real estate business, Odeon have made a series of shifts to fill the vacancy. Jack Ellis moves from the Olympia, Vancouver to Trail. Bob Kelly goes from the Dunbar to the Olympia, and Bill McDonald, formerly assistant at the Odeon, Victoria, takes over as manager of the Dunbar, while Jimmy Webster, formerly assistant at the Vogue, moves over to the Paradise in the same capacity.

N.S. Exhibitors Meet Government Leader

Halifax: Messrs. Jim McDougall, Peter Herschorn, Fred Gregor, A. J. Mason, Malcolm Walker, Peter Bianski, and F. Gordon Spencer, representing the members of the Nova Scotia Exhibitors' Association, met this week with Premier Hicks of Nova Scotia, to add to and further substantiate the Brief which already had been presented to the Nova Scotia Government.

Pine-Thomas' "Heat"

Hollywood: Producers William Thomas and Howard Pine have set a July 9th start for their next production for United Artists release, "Fever Heat." The adventure drama based on Owen Cameron's novel, "The Mountains Have No Shadows," will be filmed on location in the Feather River country of central California.

CHESLER

(Continued from Page 1)

and 900 shorts. Deal will be channelled through one of Chesler's corporate shell companies, Ridgeway Corp., which is reported to have cash assets of close to \$15,000,000. What is thought to be a prime consideration in favor of the deal, is that the money thus received, could be used to clear off the indebtedness of the production-distribution company, as well as the theatre company, thus clearing up the last barrier to the Consent Decree.

lems must be accepted by distributors, and realization of distributors' problems must be faced by exhibitors as well, for the time is now at hand as it has never been before, that if we do not swim together, we are certain to sink together.

JARO

(Continued from Page 1)

"The Rank Organization is pledged to bring exhibitors in Canada a steady supply of top quality pictures. These will have universal appeal while retaining the essentially British characteristics which have made them increasingly popular throughout the world.

"Having recently embarked upon one of the most ambitious film-making programs ever attempted by a British studio, it is the intention of the Rank Organization to maintain such a policy in the future."

These are some of the many fine films they will shortly release in Canada through JARFD (Canada) Limited:

"A Town Like Alice", starring Virginia McKenna and Peter Finch. Based on the best-selling novel by Nevil Shute, "The Legacy".

"The Black Tent" (Technicolor & VistaVision), starring Anthony Steel and Donald Sinden. Timely tale of an Englishman's adventures and love among the Arabs.

"Who Done It?", starring Benny Hill and Belinda Lee. A T. E. B. Clarke farce about an unusual private detective.

"A Lamp Is Heavy (Technicolor), starring George Baker, Belinda Lee and Diana Wynyard. The drama and romance of a nurse in training.

"The Long Arm", starring Jack Hawkins and John Stratton. Thrilling story of Scotland Yard.

"The Battle of the River Plate" (Technicolor), starring John Gregson, Anthony Quayle, Bernard Lee and Peter Finch. The authentic story of the hunt for and destruction of the Graf Spee.

"Reach For the Sky", starring Kenneth More and Muriel Pavlow. The heroic story of Canada's Douglas Bader, based on the best-selling book by Paul Brickhill.

The above pictures are all completed and awaiting early release. Also in various stages of production, are the following:

"Jacqueline", starring John Gregson and Kathleen Ryan. A modern story of drama, comedy and romance laid in an Irish setting.

"Eyewitness", starring Donald Sinden, Muriel Pavlow, Belinda Lee and David Knight. A new Donald Sinden, as a killer who tries to silence a vital witness.

"The Big Money" (Technicolor & VistaVision), starring Ian Carmichael, Belinda Lee and Kathleen Harrison. A scintillating comedy about a family of crooks.

"Checkpoint" (Technicolor & VistaVision), starring Anthony

JOLLEY

(Continued from Page 1)

coe, Ont., at the local Golf and Country Club, the subject of his talk being "If Merchants and Theatres Co-operate Their Business Will Increase." The audience of 86 people included Mayor Harry Carter and four members of the town council. Arrangements for the dinner were made by Morley McPhee, Strand Theatre, Simcoe. Later the club members were his guests at the theatre for "Romeo and Juliet."

DRIVE-INS

(Continued from Page 1)

local publicity and advertising campaigns on the film company's product, it was revealed this week by Sam Glasier, Canadian Advertising and Publicity Director for 20th-Fox.

The section features a series of five mats for newspapers and weekly program folders which point up drive-in presentations of "D-Day The Sixth of June" and a number of promotional suggestions, particularly applicable to ozoners.

Steel, Stanley Baker and James Robertson Justice. A spine tingling-mystery set against the Italian background of the world's greatest motor-race, the Mille Miglia.

"The Spanish Gardener" (Technicolor & VistaVision), starring Dirk Bogarde and Michael Hordern. An absorbing drama of a father-and-son conflict from the A. J. Cronin story.

"Up In The World," starring Norman Wisdom and Maureen Swanson. Another hilarious adventure for England's favorite comedian.

"Doctor At Large" (Technicolor & VistaVision), starring Dirk Bogarde and Donald Sinden. Third hilarious adventure of the Richard Gordon hero.

"House Of Secrets," starring Julie Arnall and Brenda de Banzie, plus male lead still to be announced. International police story with action in London, Paris and Marseilles.

"The Magnificent Leonardi," starring Pete Finch, Terence Longdon and Virginia McKenna. An original and eerie thriller of a husband - and - wife mind - reading team.

Titles for seven additional pictures have been announced for inclusion in the 1956 program. These are "High Tide At Noon," "A King Reluctant," "Ill Met By Moonlight," "Body Below," "The Secret Place," "Tiger In The Smoke," and "Oasis Nine." This will make a total of 24 features from JARO for 1956-57.

THE SWISS HAD A WORD FOR IT!..

and the word is

BOXOFFICE

...as two boys
from London bring their
road company of Pyjama
Game to a 'she' lodge
in the Alps!....



**NIGEL PATRICK
KATHLEEN HARRISON
DAVID TOMLINSON
JILL DAY**

**ALL
for
MARY**

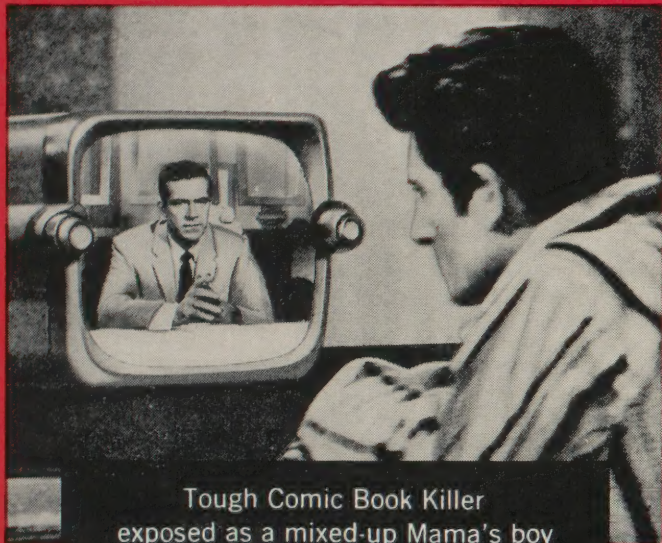
in Eastman
color



J. ARTHUR RANK FILM DISTRIBUTORS (CANADA) LTD.



Confidential



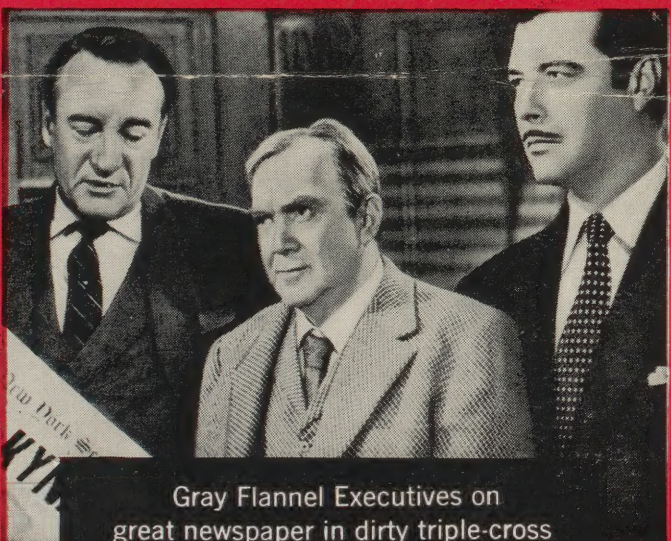
Tough Comic Book Killer
exposed as a mixed-up Mama's boy



What famous publisher's wife
visits her "mother" once too often?



TV Newscaster and Sob Sister
have a few too many and then . . .



Gray Flannel Executives on
great newspaper in dirty triple-cross

What goes on

WHILE THE CITY SLEEPS

TEN TOP STARS! TEN PEAK PERFORMANCES! starring:

DANA ANDREWS • RHONDA FLEMING • GEORGE SANDERS • HOWARD DUFF • THOMAS MITCHELL
VINCENT PRICE • SALLY FORREST • JOHN BARRYMORE, Jr. • JAMES CRAIG and IDA LUPINO

Directed by FRITZ LANG Produced by Bert Friedlob
Screen Play by Casey Robinson Music by Herschel Burke Gilbert

The most talked-about movies are coming from
the NEW RKO

